

## Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

### Listing of Claims:

*sub E3*  
1. (Original) In a computer system connectable to a computer network, a method comprising:

- A. maintaining a network accessible compilation of cards;
- B. receiving data identifying one of the cards;
- C. receiving data defining modifications to the cards;
- D. presenting an image of the card in combination with the received modifications in WYSIWYG format; and
- E. receiving data identifying a destination address of the card.

*D*  
2. (Original) The method of claim 1 further comprising the step of:

- F. transmitting data representing modifications to the card over the computer network to a peripheral apparatus.

3. (Original) The method of claim 2 wherein step F comprises the step of:

- F.1 printing the card with a peripheral device.

4. (Original) The method of claim 1 wherein the destination address comprises a postal address.

5. (Original) The method of claim 1 further comprising the step of:

- F. transmitting data identifying the card over the computer network to a remote database.

6. (Original) The method of claim 1 wherein the data defining modifications to the card comprises data defining a graphical image.

7. (Original) The method of claim 1 wherein the data defining modifications to the card comprises data defining a font color.

8. (Original) The method of claim 1 wherein the data defining modifications to the card comprises data defining a font size.

9. (Original) The method of claim 1 wherein the data defining modifications to the card comprises data defining a font style.

10. (Original) The method of claim 1 wherein the data defining modifications to the card comprises data representing scanned information.

11. (Original) The method of claim 10 wherein the data defining modifications to the card comprises data representing user defined text.

12. (Original) A computer program product for use with a computer system operatively coupled to a computer network, the computer program product comprising a computer usable medium having program code embodied thereon, the program code comprising:

- A. program code for maintaining a network accessible compilation of cards;
- B. program code for receiving data identifying one of the cards;
- C. program code for receiving data defining modifications to the cards;
- D. program code for presenting an image of the card in combination with the received modifications in WYSIWYG format;
- E. program code for receiving data identifying a destination address of the card.

13. (Previously Amended) In a computer usable memory, a data structure representing a card, the data structure comprising:

- A. data identifying one of a plurality of card templates;

- B. data identifying modifications to the identified card template; and  
C. data associating the card with a gift.
14. (Previously Amended ) The data structure of claim 13 further comprising:  
D. data defining a vendor identifier.
15. (Previously Amended ) The data structure of claim 13 further comprising :  
D. data defining a vendor transaction identifier.
16. (Previously Amended ) The data structure of claim 13 further comprising:  
D. data defining a vendor network address.
17. (Original ) The data structure of claim 13 wherein the data defining modifications to the card comprises:  
graphical information and data defining the relationship of the graphical information to the card image.
18. (Currently Amended) A method for sending greeting cards over a computer network comprising:  
A. selecting a card from one of a plurality of card;  
B. modifying the card;  
C. viewing the modifications to the card in WYSIWYG format;  
D. designating a destination address;  
E. transmitting any of the card identifier, data modifying the card and destination address to a remote location over a computer network;  
F. authorizing printing of the card in combination with the modifications; and  
G. authorizing delivery of the card to the destination address in conjunction with a gift with which the card is associated.
19. (Previously Amended) A computer system connectable to a computer network comprising:

- A. a processor;
- B. a memory coupled to the processor for storing a plurality of card;
- C. a network interface coupled to the processor in a memory;
- D. program logic configured to receive data identifying one of the plurality of cards and further defining modifications to the card;
- E. program logic configured to present an image of the card in combination with the received modifications to the card;
- F. program logic configured to receive data identifying a gift associated with the card; and
- G. program logic configured to transmit any of the card identifier, data modifying the card, and gift identifier to a remote location over a computer network.

20.-22. (Canceled)

23. (Original) The apparatus of claim 19 further comprising:

- I. program logic configured to receive payment for the card and for remit a portion of the payment to an identified charitable entity.

24. (Original) The apparatus of claim 19 further comprising:

- J. program logic configured to present a graphic user interface having an appearance similar to a vendor website.

25. (New) A method for associating customized greeting cards with tangible goods comprising:

- (A) maintaining a network accessible compilation of cards;
- (B) receiving data identifying one of the cards;
- (C) receiving data defining modifications to the cards;
- (D) printing the card in combination with the modifications; and
- (E) matching the printed card with tangible goods associated with a recipient of the printed card.

26. (New) The method of claim 25 further comprising:

(F) authorizing shipment of the combination of the printed card and the tangible goods to a recipient.

27. (New) The method of claim 25 wherein (D) comprising:

(D1) printing the card with any of a card identifier and gift identifier thereon.

28. (New) The method of claim 27 wherein (E) comprising:

(E1) using any of the card identifier and gift identifier printed on the card to match the printed card with tangible goods associated with a recipient.